ISLE OF ANGLESEY COUNTY COUNCIL	
REPORT TO:	Partnership and Regeneration Scrutiny Committee
DATE:	25/07/2013
LEAD OFFICER:	Anwen Davies, Head of Adults' Services
CONTACT OFFICER:	Brian Jones, Older People Strategy Co-ordinator
TITLE:	Dublin Declaration on Age Friendly Cities and Communities in Europe 2013
DIRECTOR:	Corporate Director of Community
PORTFOLIO HOLDER:	Councillor Kenneth Hughes
PURPOSE OF THE REPORT:	1. Form a view around whether the Isle of Anglesey County Council should sign up to the Dublin Declaration; 2. Consider the propriety of accepting the WLGA offer of one day's support free of charge.

1. BACKGROUND/CONTEXT

1.1 Europe has a rapidly ageing population and parts of Wales can already really evidence the effects of demographic change amongst their communities and on their resources, with a significant and growing percentage of their communities now 50+ years. Councils are already planning to adapt but there is value in sharing and learning from others to create a co-ordinated and strategic approach across Wales.

1.2 The public sector and governments at all levels across Europe accept that future policy and practice will need to reflect this unprecedented global trend. It is also accepted that greater emphasis on integrated policies that connect agendas for the environment, housing, health and social care is the most appropriate way forward.

1.3 The Ageing Well in Wales Programme[1], of which local authorities are key strategic partners, is linking with the World Health Organisation (WHO)[2] and European Networks[3] to ensure that Wales has the opportunity to participate and collaborate at both local and national levels.

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[1] Ageing Well in Wales is a five year national programme to coordinate local and national action linked to the European Innovation Partnership for Active and Healthy Ageing. It is hosted by the Older People Commissioner for Wales . www.olderpeoplewales.com/ageingwell

[2] WHO is the directing and co-ordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda and providing technical support to countries and monitoring and assessing health trends http://www.who.int/en/

[3] Each council in Wales will participate within a thematic national network, facilitated *by Ageing Well in Wales*, to collaborate on making changes. For example to buildings, homes, parks, leisure , planning, transport in order to help people living in their community to age well and lead positive lives irrespective of their age.

2. STRATEGY FOR OLDER PEOPLE

2.1   Welsh Local Authorities consider the following to be important factors in reshaping places, policies and practice in respect of older people:-

- consistently recognising the need for integrated policy and practice;
- working with and listening to communities;
- placing the voice of older people at the centre of local delivery. Councils have led the way in implementing joined up action as part of the Older People's Strategy[4]. The first round of Integrated Plans is a key vehicle to capitalise on the connectivity of aligning local authority, the NHS and other partners' contribution.

2.2   Phase Three of the Strategy for Older People (2013-2023),[5] was launched in May 2013. The Strategy is to identify 'creating age friendly places' as a key priority within the overall concept of improving the wellbeing of older people (defined as 50yrs+). The contribution of reshaping social, environmental and financial resources to this overall goal is a vital element to achieving success. Councils are therefore best placed to lead this action at both local and national levels.

2.3   **The '*Ageing Well in Wales'* Programme** - This five year strategic programme, supported by the WLGA and other national partners, is hosted by the Office of the Commissioner for Older People in Wales. Immediate priorities for action were agreed in 2012. One key strategic strand of its 2013-2015 plan is to develop ways in which councils and partners can respond to demographic change.

2.4   The WLGA have made an offer to all Local Authorities in Wales – comprising one day's free support or development training on demographic change and/or creating age friendly communities this will support the Council in its Transformation Programme for Adult Services - Building Communities is a key underpinning thread within our Programme.

3. The Dublin Summit and Declaration of Commitment (June 2013)

3.1   Under the auspices of the Irish Presidency of the European Union, senior political representatives of European cities, municipalities, communities and regions gathered together at a Summit on "Age friendly communities" during June, 2013 in Dublin. Wales has been invited to join a public declaration of signing up to a common set of principles and actions that will be known as the Dublin Declaration. A similar initiative occurred in Madrid in 2007, addressing the issues around ageing. It called for specific action on health and nutrition, protection of older people, housing and social welfare and education helped to strengthen collaborative action across Europe.

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[4] Welsh Government launched a strategy phase three of the Older People's Strategy on May 22nd Living Longer – Ageing Well www.cymru.gov.uk
[5] www.cymru.gov.uk

4. OLDER PEOPLE'S CHAMPION

4.1   The Council has recently confirmed the appointment of Councillor Robert Llywelyn Jones as the Older People's Champion.The role will focus on the following:

- Ensure that whatever the issues, the needs, wishes and preferences of older people are fully taken into account in the planning and implementation of policy and services. This can cover the whole spectrum of Local Authority work including transport, housing and education.

- Support effective partnership and collaboration- establish links between local fora and local community/voluntary groups to promote a joined up approach to the older people agenda.

- Finding ways to ensure that people aged 50+ are at the heart of decision making processes around the commissioning, planning and delivery of services for older people

5. RECOMMENDATIONS

The Scrutiny Committee is requested to recommend the following for endorsement by the Council's Executive:-

R1   Consider the merits of engaging in a Wales and European wide network of excellence and innovation to create Age Friendly Communities by 2020;

R2   Support agreement to make a public declaration of intent as set out by the proposed Dublin Declaration (with the WLGA to coordinate representation through remote arrangements);

R3   Support agreement to participate within the thematic network on creating Age friendly communities co-ordinated by the Ageing Well in Wales programme (hosted by the Office of the Commissioner for Older People);

R4   Support further dialogue through the WLGA and the WHO, for Wales to contribute to adapting WHO's guidelines for communities by using welsh communities as pilot sites;

R5   Support accepting the WLGA's offer comprising of one day's free support/development training – which will be negotiated by the Council's newly appointed Older People's Champion.

APPENDIX
1. ANNUAL GENERAL ASSEMBLY DECLARATION

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ANNUAL GENERAL ASSEMBLY

DECLARATION

16 May 2013

The European Union is at a cross roads, looking to re-shape its vision and its priority action areas in the light of the current economic situation. Every Member State wants and needs it all – jobs, competitiveness and growth as well as security, a sustainable future and a dignified quality of life for all. Urbanisation, economic globalisation, climate change and demographic shift are universal trends that are both accelerating and converging. They are all interlinked and need to be looked at together. In Europe's current focus on economic recovery, we are in danger of missing the importance of to accommodating the needs of Europe's ageing population taking into account the principles of intergenerational solidarity, equity and justice.

If we continue to consider an accessible environment and our older people's health, welfare or social participation needs as burdens to be accommodated by the fruits of the labour of those who are still at work, we are missing the point. Older people are an increasingly diverse group and an enormous economic and social resource that will grow in number and can grow in quality. But we need to provide smart, sustainable, inclusive and supportive environments for all of us to engage, contribute and prosper.

Achieving a society for all ages requires a holistic approach to wellbeing and active ageing which encompasses, on the one hand, a collective responsibility of decision makers at all levels and active engagement of other relevant stakeholders for designing and implementing solutions which meet the needs of all people as they age. On the other hand, older people's organisations themselves should play an active role of initiators of this common work, liaise between all actors and facilitate the implementation process.

Therefore, in the framework of the European Year 2013 of Citizens and in line with AGE General Assembly's 2012 Final Declaration's objective to create a society for all ages[6], AGE member organisations commit to mobilising relevant stakeholders to create age-friendly environments (AFE) in their country, in particular through encouraging dialogue between all levels of governance, civil society and business in creating a society for all ages.

I. **AGE General Assembly 2013 calls on EU and national leaders to:**

Create age-friendly solutions in practice in the fields of:

- **Labour markets and work places**
  - Provide conditions for healthy ageing as a prerequisite for longer working careers;
  - Increase the effective retirement age by taking more active measures to fight long-term unemployment among older workers, rather then just postponing mandatory retirement ages;
  - Maintain skills by stimulating professional mobility and life-long-learning, training for new skills, recognition of informal and non-formal skills, anticipate and manage career-paths;
  - Facilitate flexibility and transition periods (for example between studies and work, between work and retirement, for workers with caring duties) based on individual or collective formal agreements;
  - Empower employees and strengthen their capacity to adapt to the changing work environment, recognise their competencies and experiences to benefit individual workers and their companies;
  - Combat age discrimination in employment and stereotypes through the promotion of a positive image of older people in the media;

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[6] http://www.age-platform.eu/images/stories/AGE_2012_General_Assembly_Declaratiion_FINAL.pdf

- o Enforce gender equality and address the needs of informal carers (mainly women) in access to social protection rights both at national level, as well as at EU level through a proposal for legal provisions on carers' leave.

- **Products and services, buildings, transport, ICT, social participation...**
  - o Mainstream 'the design-for-all' concept – based on a coherent model of social and functional inclusion – into the fabric of our social, technical, political and economic processes that underpin policy-making;
  - o Move beyond the provision of minimum accessibility requirements to embrace standards of space, quality, flexibility and adaptability that can accommodate our varied life-styles over varying life-courses. Daylight and brightness, balconies, outdoor spaces and the natural environment, adaptability and 'care ready' designed housing are pre-requisites;
  - o Make neighbourhoods adapted and tailor-made for all ages to achieve living, life-enhancing, vibrant, diverse, safe, inclusive and trust-based environments that are sustainable environmentally, economically, socially and emotionally for individuals, families and communities, across all ages;
  - o Adapt housing in a way to be suited for implementing modern technologies so that older people and people with disabilities are able to profit from their potential for sustaining an autonomous life according to their individual needs;
  - o Create accessible and inclusive public transport infrastructure that can be experienced as 'seamless' within and across varied modes of transport within and between cities, regions and cross-border;

  Put older people's experience at the heart of inclusive systems designed to achieve accessible environments, goods and services.

- **Social protection systems, social inclusion and services provision**
  - o Guarantee an adequate minimum income in old age to fight poverty and prevent social exclusion – considered as a fundamental right to ensure everyone's dignity and independence in line with the Article 1 of the European Union Charter of Fundamental Rights;
  - o Preserve the adequacy of pensions at national level and put in place an efficient European supervision and regulatory system for financial markets and institutions

to provide adequate protection of investments, supplementary pensions systems and individual savings;

o Preserve universal and non-discriminatory access to healthcare, including compassionate palliative care, and ensure that services are offered according to people's needs rather than their capacity to pay;

o Better coordinate actions between the various health and social services that older people need to age in good health and remain autonomous. A holistic approach to wellbeing and active ageing is necessary and this is not only a matter of financial resources;

o Guarantee individual and adequate pension rights for all to ensure a dignified life in old age including those with justified career breaks, mainly women;

o Improve gender equality for all age groups and empower women to take a more active role in the labour market through age and gender-friendly labour markets and social protection systems through an adequate offer of child and eldercare facilities;Develop a common EU methodology to assess poverty and dignity in old age and define criteria for an adequate income in old age based on people's individual needs i.e. a European benchmark such as reference budget is most needed for that purpose;

o Support concrete initiatives at grass-root level to combat social isolation and loneliness, such as cultural and leisure activities;

o Take action to combat elder abuse and promote a dignified end-of-life for all. Raise awareness of individual and collective responsibility in accompanying each one of us in the final stages of our lives.

Mobilise all levels of governance and other actors

• Support a European Covenant on Demographic Change which will seek to create the necessary political and technical framework to bring together local and regional authorities and other stakeholders across the EU who want to find smart and innovative solutions for the promotion of age-friendly environments;

• Through this Covenant create a European network of age-friendly local and regional authorities, both urban and rural, supporting the same vision of a society for all ages based on the World Health Organisation's approach on age-friendly environments;

- Develop integrated transversal national programmes to support local and regional AFE initiatives and exchange experience with other interested Member States to help other countries adopt similar programmes;

- Seize the opportunity of the Europe 2020 Strategy for smart, sustainable and inclusive growth and the Guideline Principles on Active Ageing adopted by the EPSCO[7] Council in December 2012 to preserve the European social model guaranteeing adequate, fair and sustainable social protection systems and enhancing overall social cohesion;

- Support the European Innovation Partnership on Active and Healthy Ageing#s actions on age-friendly environments;

- Strengthen research across Member States that evaluate and promote solutions to respond to the needs of the ageing population in ways that are fair for all generations while contributing to sustainable and inclusive growth in a Europe free of poverty;

- Help local and regional actors contribute to the Knowledge and Innovation Community for healthy living and active ageing;

- Support healthy competition and higher competitiveness among "silver economy" industries;

- Build synergies between existing EU policy processes and funding programmes and the UN policy instruments and implementation programmes on ageing to ensure that these processes will deliver better outcomes in the promotion of active ageing and solidarity between generations;

- Improve the coherence and transparency of the EU's internal and external action by establishing a multi-stakeholder dialogue group on the rights of older people at EU level.

II. **AGE General Assembly 2013 calls on older people themselves and their organisations to play an active role in promoting AFE across the EU, in particular to:**

- Use the momentum of the EY2013 of Citizens and the upcoming European Parliament elections to campaign for politically responsible officials for older people's issues in each and every segment of the political decision process. Develop in a participatory manner a manifesto for the EP elections (2014) that promotes an age-friendly EU;

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[7] EPSCO Council : EU Employment, Social Affairs, Health and Consumers' affairs ministers

- Initiate at local level dialogue, initiatives, projects, programmes etc. aiming at raising awareness and eventually the creation of age-friendly environments; Liaise between all actors and facilitate the implementation of age-friendly concept;

- Promote active citizenship and set up meetings with their local, regional and national politicians, decision makers or other stakeholders (researchers, employers, trade unions, NGOs...) to encourage them to launch initiatives to support active ageing, solidarity between generations and age-friendly environments;

- Inform their municipality/county/region about AGE campaign on AFE; disseminate information on the potential benefits of an EU Covenant on Demographic Change by informing all levels of governance on AGE campaign;

- Collect and further promote examples of sustainable and evidence based good practice on creating age-friendly environments;

- Improve civil society's representativity of the diversity of Europe's ageing population by building alliances among different societal groups using inclusive language.